

WISCONSIN MAIN STREET
ANNUAL REPORT



2001 - 2002

ACKNOWLEDGEMENTS



This publication was written, produced and funded by the Wisconsin Main Street Program, Bureau of Downtown Development, Department of Commerce, Philip Edw. Albert, Secretary. The report covers program performance from July 1, 2001 to June 30, 2002.

THE WISCONSIN MAIN STREET
PROGRAM THANKS THE MAIN STREET
MANAGERS FOR PROVIDING
STATISTICS, PHOTOGRAPHS, AND
INFORMATION FOR THIS REPORT.



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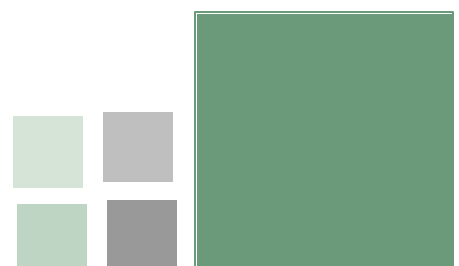


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Greetings,

It is with great pride that I present the 2001-2002 Wisconsin Main Street Annual Report.

Since 1988, the Wisconsin Main Street Program has been helping revitalize downtowns throughout the state. Downtowns play a vital role in the state's economy and quality of life. Collectively, the Main Street communities have created 11,085 new jobs, attracted 2,191 new businesses, and generated more than \$457,262,547 in public and private investment.

From July 1, 2001 through June 30, 2002 the state staff provided technical assistance to 33 Main Street communities and worked alongside local staff, volunteers, citizens, and officials to ensure program success. This report illustrates the accomplishments of the Wisconsin Main Street program over the past year.

I congratulate the participants on their commitment and dedication to their communities and invite you to learn from their examples. This state-local partnership has established a firm foundation to ensure continued success in Wisconsin's downtowns.



A handwritten signature of Scott McCallum in black ink.

SCOTT MCCALLUM
GOVERNOR

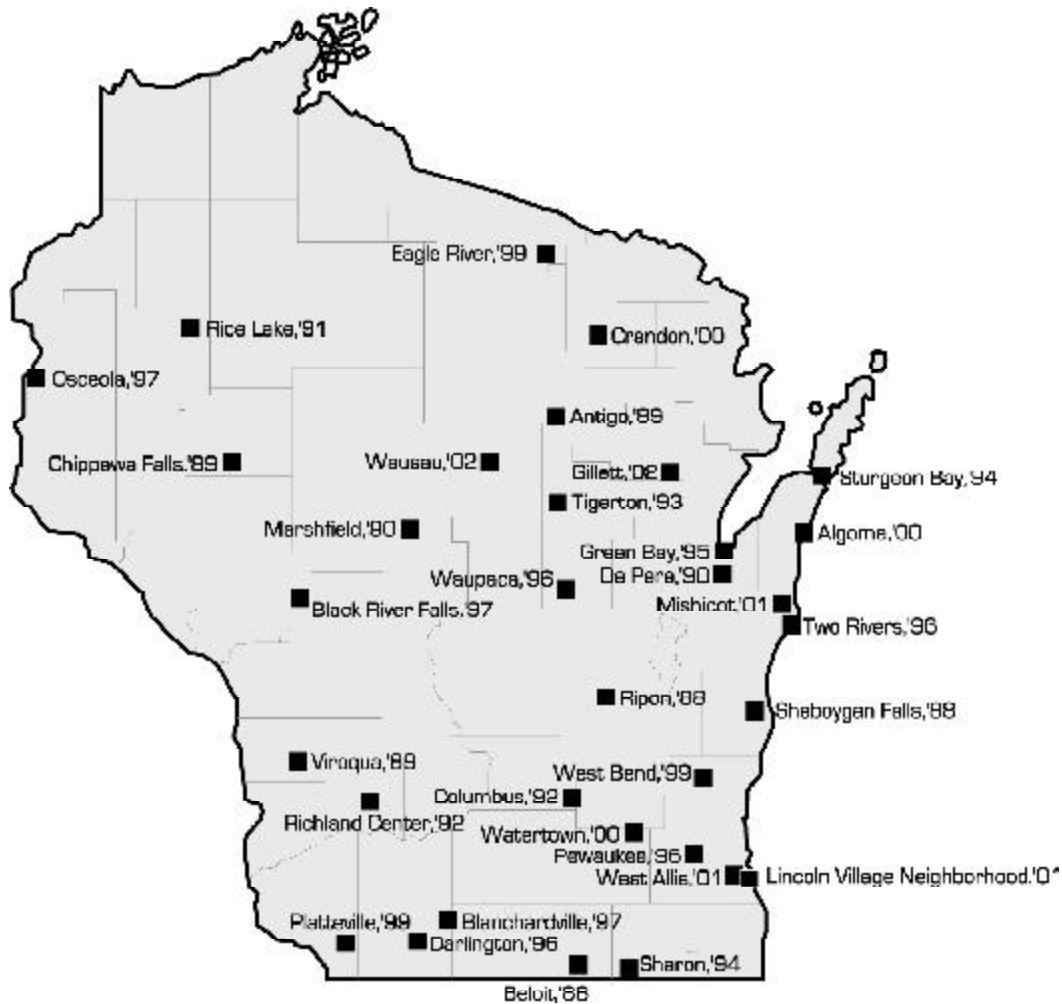


WHAT IS MAIN STREET?

Main Street is a comprehensive revitalization program that promotes the historic and economic redevelopment of traditional business districts in Wisconsin.

The Wisconsin Main Street Program was established in 1987 to encourage and support the revitalization of downtowns in Wisconsin. Each year, the Department of Commerce selects communities to join the program. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce.

The results in Wisconsin have been impressive. Wisconsin Main Street Programs have generated new businesses and new jobs for their respective downtowns. Façade improvements and building rehabilitation projects have upgraded the image of Wisconsin Downtowns. Promotional activities have encouraged community cohesion.



MAP OF WISCONSIN MAIN STREET COMMUNITIES



Communities selected to participate in the Wisconsin Main Street Program receive five years of free technical assistance, including:

1. ADVANCED TECHNICAL VISITS ON SPECIFIC DOWNTOWN ISSUES;

Wisconsin Main Street staff and outside consultants provide on-site assistance to communities in the form of one or two day technical assistance visits. These visits are always targeted to meet the needs of the local community. Past tech visits have included business recruitment; development of a white elephant building; merchandising; volunteer development; fund raising; and preservation planning.

2. MATERIALS SUCH AS MANUALS AND SLIDE PROGRAMS;

All new Main Street communities receive excellent resource materials on downtown revitalization topics so that they can start their own Main Street libraries.

3. MANAGER ORIENTATION AND TRAINING SESSIONS;

Wisconsin Main Street staff delivers a two day orientation and training session to new Main Street managers. Topics include the Four-Point Approach to downtown revitalization, volunteer management, program manager responsibilities, and the role of the state office. In addition, the Wisconsin Main Street Program provides quarterly workshops for managers and volunteers in participating communities. State and national experts speak on relevant topics in the field of downtown revitalization at these two-day workshops.

4. ONSITE VISITS TO HELP EACH COMMUNITY DEVELOP ITS STRENGTHS AND PLAN FOR SUCCESS;

State staff helps each Main Street community develop a workplan. These sessions help communities identify goals and objectives and prioritize and develop projects for the year. Some communities also receive assistance with strategic and vision planning.

5. DOWNTOWN MARKET ANALYSIS;

Each new Main Street community also receives intense training on downtown market analysis. The Wisconsin Main Street Program works with the University of Wisconsin-Extension Center for Community Economic Development and new Main Street communities to complete a downtown market analysis that will help the community with business development efforts and provide valuable information to each of the four Main Street committees.

6. YEAR-END ASSESSMENT VISITS;

Wisconsin Main Street staff help both new and mature programs assess progress and address specific issues on these two day visits.

7. ONSITE BUSINESS CONSULTATION TO BUSINESS OWNERS AND MANAGERS;

This is a free service provided by Wisconsin Main Street's small business specialist. Existing and potential business owners in Main Street districts are offered on-site confidential counseling services on areas such as marketing, business planning, advertising, financial analysis, and inventory control. Follow-up assistance is also provided. The small business specialist also assists communities with business retention and recruitment programs.

8. ONSITE VOLUNTEER TRAINING PROGRAMS;

Intense on-site training is provided to committees and individuals in participating Main Street communities. This service is initially provided to each Main Street committee based on the Four-Point Approach to downtown revitalization. Volunteer training is also provided on specific downtown revitalization topics. Wisconsin Main Street staff, the National Main Street Center, and outside consultants provide the training.

9. ONSITE DESIGN ASSISTANCE;

This free service is offered to property owners and merchants in local Main Street districts. The Wisconsin Main Street design coordinator addresses design issues of historic commercial buildings. Requests are handled on a building-by-building basis due to the individuality of each project. This allows assistance to be tailored to the specific needs of each property owner and merchant. Services include color renderings; on-site consultations; telephone consultations; building sign design; paint and color scheme suggestions; awning design; tax credit information; and information on complying with the Americans with Disabilities Act.

In addition to administering the state's Main Street Program, the Bureau of Downtown Development provides general outreach to Wisconsin communities that are interested in revitalizing their downtowns. The following is a list of general services provided by the Bureau:

1. FIELD TRIPS

Call the Bureau of Downtown Development at (608) 267-0766 for help planning field trips to Main Street communities to learn firsthand about their progress and revitalization strategies.

2. THE GOVERNOR'S CONFERENCE ON DOWNTOWN REVITALIZATION

2002 marked the eleventh anniversary of this successful conference co-sponsored by the Wisconsin Main Street Program and the Wisconsin Downtown Action Council.

3. MAIN STREET APPLICATION WORKSHOPS

Learn not only how to successfully complete the Main Street application but also how to start and operate an independent downtown revitalization program.

4. NEWSLETTER

An individual or organization may be placed on the Bureau of Downtown Development's newsletter mailing list by calling (608) 266-7531.

5. TELEPHONE ASSISTANCE

Assistance by phone or mail is available from Bureau staff and the local Main Street offices.

6. WISCONSIN MAIN STREET LIBRARY

Any Wisconsin resident may check out one of over 300 books, manuals, workbooks, slide programs, and videos on various downtown topics.

7. THE WISCONSIN MAIN STREET SPEAKERS BUREAU

Local managers are available to speak on a variety of downtown revitalization topics such as fundraising, business recruitment, retail events, or promotional campaigns.

Communities are selected for participation in the Wisconsin Main Street Program after going through a rigorous review process. The following areas are reviewed during the selection process:

1. NEED

The need for the Main Street program in the municipality and its expected impact on the municipality.

2. ORGANIZATIONAL CAPABILITY

The capability of the applicant to successfully implement the Main Street program.

3. PUBLIC SECTOR COMMITMENT

The level of public sector interest in and commitment to a local Main Street program.

4. PRIVATE SECTOR COMMITMENT

The level of private sector interest in and commitment to a local Main Street program.

5. HISTORICAL IDENTITY

The historic significance of the proposed business area and the interest in, as well as commitment to, historic preservation.

6. PHYSICAL CAPACITY

The cohesiveness, distinctiveness, character and variety of business activity in the proposed commercial area.

7. FINANCIAL CAPACITY

The financial capability to employ a full-time manager (or a half-time manager if the population of the community is 3,500 or less), fund a local Main Street program, and support area business projects. A variety of funding sources should be used. A minimum budget of \$60,000 annually (including in-kind donations) is expected for communities hiring a full-time manager, while a minimum budget of \$40,000 annually is expected for communities hiring a part-time manager.

In the event that the Department of Commerce must choose between two highly-rated municipalities, it will base the selection on the following criteria:

1. GEOGRAPHICAL VARIETY

The municipality's contribution to the state-wide geographic distribution of the program.

2. POPULATION DIVERSITY

The municipality's contribution to the variety of community size in the state's program.



In 1980, the National Trust for Historic Preservation established the National Main Street Center (NMSC) to assist nationwide downtown revitalization efforts. The Wisconsin Main Street Program is based on the Trust's philosophy, which advocates restoration of the historic character of downtown while pursuing traditional development strategies such as marketing, business recruitment and retention, real estate development, market analysis, and public improvements.

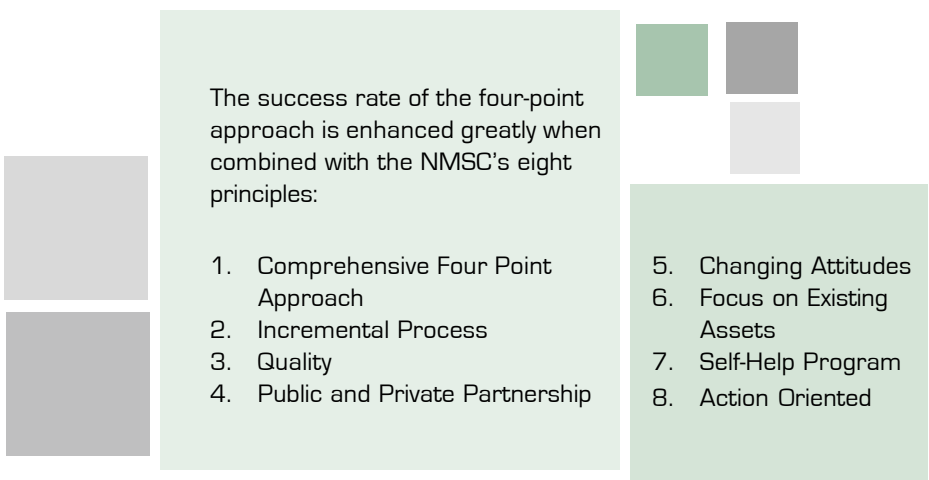
There are no quick fixes for declining downtowns. Success is realized through the comprehensive and incremental approach of the Main Street Program. The four elements that combine to create this well-balanced program are as follows:

1. DESIGN This element works on enhancing the attractiveness of the business district. Historic building rehabilitations, street and alley clean-ups, colorful banners, landscaping and lighting all improve the physical beauty of the downtown as a quality place to shop, work, recreate, invest and live.

2. ORGANIZATION It is very important to build a Main Street framework that is well represented by civic groups, merchants, bankers, citizens, public officials and chambers of commerce. Everyone must work together to renew downtown. A strong organization provides the stability to build and maintain a long-term effort.

3. ECONOMIC RESTRUCTURING Analyzing current market forces to develop long-term solutions is the focus of this element. Recruiting new businesses, creatively converting vacant space to new uses, and improving the competitiveness of Main Street's traditional merchants are examples of economic restructuring activities.

4. PROMOTION Promotions create excitement downtown. Street festivals, parades, retail events and image development campaigns are some of the ways Main Street encourages consumer traffic in the downtown. Promotion involves marketing an enticing image to shoppers, investors and visitors.



WISCONSIN MAIN STREET REINVESTMENT STATISTICS 1988 - JUNE, 2002

Public Improvements	895
Public Investment	\$112,519,656
Building Rehabilitations	2,815
Private Investment in Building Rehabilitations	\$128,402,360
New Businesses	2,191
Business Relocations and Expansions	929
New Jobs	11,085
New Buildings	147
Private Investment in New Buildings	\$119,381,251
Buildings Sold	828
Private Investment in Buildings Sold	\$96,959,280
New Downtown Housing Units	351
Total Private Investment	\$344,742,891
Total Public and Private Investment	\$457,262,547

WISCONSIN MAIN STREET COMMUNITIES

The Wisconsin Main Street Communities undertook many successful projects throughout the year. Due to limited space, we have selected a representative sample to illustrate each point of the four-point approach.

1. DESIGN
Featured Community:
Richland Center
Selected representatives: Algoma, Black River Falls, Columbus, Green Bay, Marshfield, Platteville, Tigerton, Waupaca

2. ORGANIZATION
Featured Community:
Pewaukee
Selected representatives: Crandon, De Pere, Eagle River, Lincoln Village, Rice Lake, Ripon, Sharon, Sheboygan Falls

3. ECONOMIC RESTRUCTURING
Featured Community:
Beloit
Selected representatives: Chippewa Falls, Viroqua, Watertown, West Allis, West Bend

4. PROMOTION
Featured Community:
Two Rivers
Selected representatives: Antigo, Blanchardville, Darlington, Mishicot, Osceola, Sturgeon Bay

This element works on enhancing the attractiveness of the business district. Historic building rehabilitations, street and alley clean-ups, colorful banners, landscaping and lighting all improve the physical beauty of the downtown as a quality place to shop, work, recreate, invest and live.



RICHLAND CENTER

Population 5,114

The faithful restoration of Richland Center's historic train depot (which now houses the city's Chamber of Commerce, Visitor Center, and the Richland County Office of Economic Development) has garnered two prestigious design awards saluting the valuable contribution the restoration of the depot made to historic preservation in the state.

Although the interior of the building does not precisely duplicate the original, locals note that the exterior matches 1909 photographs "to a tee".

Hardwood floors, dark oak prairie-style furniture and intricate black and white tile work reflect the style of the period, and attractive signage clearly mark the location of the building's tenants for residents and visitors alike. Total cost: \$413,628.75.

ALGOMA

Population 3,357

The former Lindral & Andre Hardware Store building was a mainstay on Algoma's 4th Street for over a century. When the building became vacant in 2001, the Main Street Design Committee saw an opportunity to restore it to its original glory, thus bringing new life to a major downtown intersection.

Striking a deal with the building's owner to cover material costs, approximately \$2,500, in exchange for free labor, the committee and dedicated volunteers rolled up their sleeves and began restoration, which included exposing the original façade, and cleaning and painting the unique twin-turreted brick building.

Now occupied by EZ Computers, the Tudor revival style building exemplifies the best of public/private partnership and what can be achieved through the spirit of cooperation.

BLACK RIVER FALLS

Population 3,618

Concern for the downtown's failing sidewalk trees prompted Black River Falls' Downtown Association to apply for a grant from the Wisconsin Department of Natural Resources (WDNR) Urban Forestry program to help assess the situation and make recommendations.

The resulting grant provided monies to hire an urban forester, who worked with the association and the city government to develop a plan for incorporating new trees with much-needed sidewalk repairs and streetscape improvements.

The master plan included relocating trees that conflicted with building access and signage, improving overall streetscape conditions to promote better growth, and replacing dead/dying trees with native American Tamarack trees. Though untested in an urban environment, the trees will give Black River Falls a distinctive look, indicative of the region's natural environment.



COLUMBUS

Population 4,479

Columbus Main Street's new sign grant program has proven to be a "win-win" proposal for all concerned. Administered by the Design Committee and assisted by the Historic Landmark and Preservation Commission, the program ensures that signs reflect the charm and character of the historic downtown, and rewards business owners who comply with guidelines with a sign grant of \$200.

Six new businesses opened in the downtown this past year, adding eight new signs that effectively advertise the businesses and contribute to the historic district in a positive way.

GREEN BAY

Population 102,313

There is more to Green Bay than the Packers, and this past year, a joint effort between the Northeast Wisconsin Arts Council, downtown organizations and the City of Green Bay worked to expand the city experience for visitors and residents.

The results yielded the "Phantom Art Gallery," where empty storefronts are filled with various artwork on a rotating basis, and the "Urban Garden," a stationary 15-piece art display installed in one of the city's underdeveloped areas. Both projects are the first of their kind in Green Bay, and the attention from developers and response from the public has far exceeded the \$19,000 project cost.

MARSHFIELD

Population 18,800

Building owners in Marshfield got an answer to the age old question "Do I paint this dirty old brick building, or do I leave it as is?" this past year, when Main Street Marshfield asked All-Vac Janitorial Supply, Inc. owner Pete Bores to research cleaning of the downtown's historic buildings.

Bores and his crew tested a new environmentally safe product that effectively cleaned brick on his own building, exposing the beautiful Cream City brick. Eight other building owners followed suit, and Main Street hopes to complete up to 25 buildings in the next few years.

PLATTEVILLE

Population 9,989

Converting Platteville's one-way Main Street (in place since the mid-1950's) to a two-way street was not without skeptics. There were concerns regarding delivery problems, vehicular traffic snafus and pedestrian safety. However, Main Street Manager Cheryl Zmina notes that since the June 30 conversion, "Delivery trucks are making deliveries, pedestrians are crossing the street, and life goes on in Platteville. Everyone is adjusting – even the college students – and visitors to the community love Platteville's new two-way Main Street!"

The conversion, suggested by nationally known traffic consultant John Edwards as a way to improve business and slow down traffic, was accomplished with the minimal investment of \$1,000, primarily for paint and signage.

TIGERTON

Population 764

Back in 1999 Tigerton received honorable mention at the Wisconsin Main Street Awards for their "Adopt a Street Light" project. Since then, they have continued to add new street lights as more residents step forward and adopt. Building upon that success, Tigerton recently added seven new park benches and planters to the downtown. All were bought through Tigerton Main Street's new "Adopt a Bench" project. All these adopted amenities have really improved the appearance and function of Tigerton's streetscape.

WAUPACA

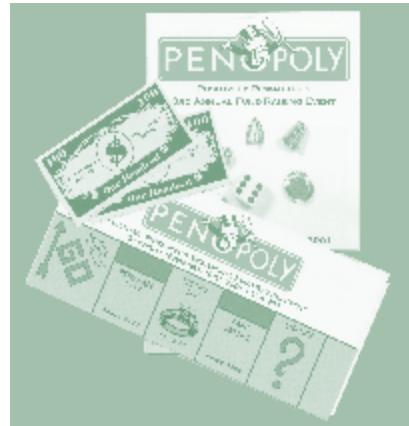
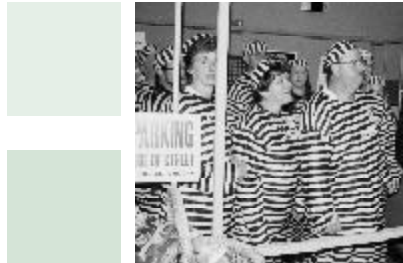
Population 5,676

What appeared to have been a combination of an apartment and offices in a vintage 1898 structure had fallen into disrepair for the better part of a century when new owners Bernadette and Kent Pegorsch purchased the building at 104 North Main Street.

Securing a \$25,000 Downtown Reinvestment Loan through Main Street Waupaca, and a \$2,000 façade improvement grant, the Pegorsch's worked with State Historical Society preservation architect Brian McCormick to make certain that the restoration was done in accordance with Secretary of Interior Standards for Rehabilitation. Such strict attention to detail made the building eligible for a 25 percent tax credit on all restoration work. Total project cost was \$80,000.

ORGANIZATION

It is very important to build a Main Street framework that is well represented by civic groups, merchants, bankers, citizens, public officials and chambers of commerce. Everyone must work together to renew downtown. A strong organization provides the stability to build and maintain a long-term effort.



PEWAUKEE

Population 8,170

Positively Pewaukee's Gala Committee's goal for their "Penopoly" fundraising event was to raise \$15,140 – the exact amount of money in a Monopoly board game. Invitations, return cards, envelopes, note cards, program books, table tents and nametags were developed in the Penopoly theme. DMC Advertising and Direct Marketing designed and printed the promotional materials as an in-kind donation to Positively Pewaukee.

One of the highlights for the evening's 200 participants, was the Penopoly Jail. Prior to the event and at the door, guests were given the opportunity to purchase "get out of jail free" cards. A jail was built and guests could send their friends to jail for a cost of \$5. Designated jailers collected the prisoners and those with get out of jail free cards were released after 5 minutes. Those without cards had to pay to get out of jail.

The group exceeded its fundraising goal and the evening was a great example of combining fun and fundraising.

CRANDON

Population 1,961

Local families, high school students, Boy Scouts, veterans, businesses, churches and community organizations rallied around Crandon's "Adopt a Street Light" program, initiated by Main Street's Design Committee. The program involved sponsoring the replacement of the current cobra head lighting with vintage streetlights, with decorative brick accents.

The response was overwhelming, and within seven months, the goal of replacing 44 lights was exceeded. Sixty-six light poles were sponsored at a cost of \$1,200 each. The total \$79,000 lighting cost was paid without any taxpayer monies.

DE PERE

Population 20,559

De Pere Main Street and the De Pere Area Business Association formed a joint venture in June, 2001, to provide greater efficiencies and opportunities to better serve the downtown and area community.

Strategic planning by a joint committee paved the way for a smooth transition. The newly created De Pere Area Business Alliance now operates under the direction of Executive Director Gene Hackbarth, in a converted storage space in the Bank One Building at 441 Main Avenue.



EAGLE RIVER

Population 1,443

Reconstructing Highway 45 to enhance the downtown rather than detract from it was an ambitious undertaking, and the end result epitomizes what can be accomplished when a community pulls together. The Wisconsin Department of Transportation, City of Eagle River, Vilas County, Township of Lincoln, Northland Pines School District, Headwaters Trails Snowmobile Club, Eagle River Historical Society, Wisconsin Department of Natural Resources, and the Eagle River Revitalization Program all contributed to the planning and reconstruction of Eagle River's main thoroughfare.

The project included: re-routing portions of the highway to preserve the town's 1920's railroad depot; constructing a new pedestrian-friendly bridge; installing new sidewalks, period lighting, community signage, American flags, flower baskets, and relocating the downtown park's historic stone arch.

LINCOLN VILLAGE, MILWAUKEE

Population 39,473

Thanks in part to the strength of its Wisconsin Main Street designation, Lincoln Village has been named a Catalytic Project Area by the Milwaukee Department of City Development (DCD) and the Milwaukee Department of Neighborhood Services (DNS). One of only two such designations in the city, DCD and DNS, along with the Lincoln Village Business Association and other local community-based organizations, will concentrate funding, resources and services to Lincoln Village, aiding revitalization in the business district and residential areas of the community.

RICE LAKE

Population 8,320

When funding for the annual 2002 Rice Lake Holiday Parade was cut due to city budget constraints, Main Street sought out a corporate sponsor for the free community event. The local telephone company, Century Tel, came to the rescue, generously donating funds to keep the popular parade alive. In its 11th year, the parade has anywhere from 300 to 500 participants, and over 5,000 people attend. Main Street Manager Kathy Wellsandt notes that it is a perfect example of partnership building.

RIPON

Population 6,828

Ripon's 10th annual Jazz Festival, may have featured some blues, but its financials are soundly in the black. Following an aggressive fundraising campaign, good weather and strong attendance, Ripon Main Street, Inc. Executive Director Craig Tebon reported the three-day musical event on the Village Green netted about \$2,000.

Critical to the event's success was a large turnout, spurred by media coverage and the marketing efforts of the volunteer organizers. More than 67 percent of the festival's attendees came from outside Ripon. A strong musical lineup also contributed to Jazz Fest's success.

SHARON

Population 1,549

On a quiet Sunday afternoon in June, 218 Model A Fords rolled into downtown Sharon for "Model A Day," transporting the small southern Wisconsin community back to the 1920's. The event was the culmination of countless hours of volunteer planning and promotion to help raise community improvement funds.

Over 3,000 attendees doubled the town's 1,552 population, and the event netted a profit of \$3,700 for the Main Street Association. According to first year program manager Marge Dreksler, "With a total of 616 volunteer hours, it shows what a small town can accomplish when we all pull together!"

SHEBOYGAN FALLS

Population 6,772

The Sheboygan Falls' Settlers Park project was truly a community effort. In 2000, local businessman Dick Bemis donated prime, downtown, riverfront property, formerly the site of the Bemis plant. The gift, totaling nearly \$465,000 in property and cash, was specified for the development of a community park, and included a pledge of \$200,000 toward construction and the commission of a professional landscape architect to prepare the master plan.

A \$100,000 Wisconsin Department of Natural Resources grant was also secured. However, construction estimates came in excess of \$500,000, so Main Street manager Nancy Verstrate addressed the gap by coordinating an extensive fund drive. Many Sheboygan Falls businesses and organizations came forward and pledged sponsorships of items such as a gazebo and scenic overlook. Over \$478,000 in cash with \$78,000 of in-kind support was raised.

This project, which has transformed the downtown of Sheboygan Falls, utilized minimal city investment, and is a great example of partnership building. Total project cost: an estimated \$800,000

ECONOMIC RESTRUCTURING

Analyzing current market forces to develop long-term solutions is the focus of this element. Recruiting new businesses, creatively converting vacant space to new uses, and improving the competitiveness of Main Street's traditional merchants are examples of economic restructuring activities.



BELOIT

Population 35,775

The Downtown Beloit Association, The City of Beloit, and several local business owners joined forces to save and reuse one of Beloit's most famous landmarks, the Hotel Hilton. The Downtown Beloit Association used a process called Community Initiated Development (CID) to clean, maintain, and market the building to developers. In the CID process, two teams worked together toward the end-goal: successful reuse of the building. The co-development team was comprised of eight local leaders who represented specific areas of interest such as accounting, real estate, contracting, and non-profit organizations. In addition, many local business leaders, recognizing the importance of the Hilton's presence, graciously donated numerous services such as snow removal and light maintenance.

Small upper floor guestrooms were transformed into luxury apartments. The Beloit College Turtle Creek Bookstore was ensconced on the main floor, and the refurbished basement is now used as classroom space for Blackhawk Technical College. Total project cost: \$3.2 million.

CHIPPEWA FALLS

Population 12,925

Jeff Novak and Main Street Manager Jim Schuh created the Metropolitan Shops, a unique grouping of shops and quality offices. Retaining the architectural integrity and character of the 1889 three-story Metropolitan Block, tenants include an eclectic mix of businesses: Bohemian Brick Ovens, Duncan Creek Woodworks - a firm specializing in Lake Superior sunken log merchandise, and XML - a local necktie manufacturer that provides ties to numerous television personalities.

VIROQUA

Population 4,335

Members of the Associates to Restore the Temple Theatre (ARTT) began working in 1999 to place the vacant building on the Wisconsin Register of Historic Places, the first step in bringing the old theater back to new life in the community.

Volunteers faced the daunting task of raising \$800,000 to qualify for a matching grant from the Jeffris Family Foundation. They met the goal and exceeded it by another \$250,000. Residents and local businesses donated time, money, materials, labor, and in-kind services to the yearlong restoration of the 1922 classic revival style building. June, 2002 marked the official re-opening and dedication of the elegant theater, which has spurred additional restoration/development in the downtown. Total project cost: \$1.6 million.



WATERTOWN

Population 21,598

The historic Cole Building, which for many years housed Watertown's popular Klines Department Store, sat vacant for over a decade before extensive water damage prompted the city to finally condemn the property. Stepping up to the plate to put the property back on the tax roll, Main Street Board of Directors members Jim Baade and Carol Bohlman worked out an agreement with the city to purchase and rehabilitate the building.

Today, the lower west portion of the building houses the Bellows Brew Pub, while the east portion will be transformed into an Italian restaurant. Eventually, the historic Knights of Pythious Ballroom on the third floor will be restored and used as a ballroom and performance space.

WEST ALLIS

Population 61,254

After searching for office space in the West Allis/Milwaukee area, Gregory Gorak, owner of Quest Development, decided to locate in downtown West Allis. Seeing potential on a site housing an abandoned one-story thrift store, Gorak worked with the city's Business Improvement District to maximize the site's potential. The existing building was in very poor condition, and offered little architecturally. With enthusiastic support from the city, Gorak successfully completed a \$1 million in-fill project. The end result is a two-story, red brick commercial building, designed to complement the area's existing architecture.

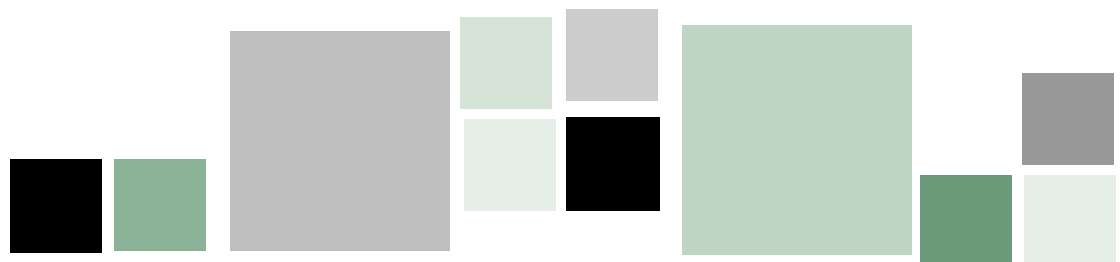
WEST BEND

Population 28,152

After compiling downtown market analysis data, researchers learned that food was foremost on the minds of West Bend residents. Demand for different types of restaurants and ethnic foods outweighed the supply. As a result, the southeastern Wisconsin community has welcomed several new restaurants this past year.

The city's Economic Restructuring Committee worked with the University of Wisconsin-Extension and the Wisconsin Department of Commerce's Bureau of Downtown Development, to conduct an 18-month study to learn more about the West Bend retail and service markets, and to help identify business and economic restructuring opportunities for the community.

While residents and visitors are flocking to the new dining spots, the analysis will help target other business opportunities that will increase the overall appeal of downtown West Bend.



PROMOTION

Promotions create excitement downtown. Street festivals, parades, retail events and image development campaigns are some of the ways Main Street encourages consumer traffic in the downtown. Promotion involves marketing an enticing image to shoppers, investors and visitors.



TWO RIVERS

Population 12,639

Two Rivers 2002 Cool Classic Car Show was a great success as both a family event and a draw for downtown businesses. For last year's first Cool Classic, committee members secured a Department of Tourism Joint Effort Marketing (JEM) grant to cover advertising costs. This year, committee members worked with local media to pare down advertising costs considerably, utilizing public service messages. Flyers and word of mouth provided the rest of the buzz.

Committee members built on the previous year's success by attending numerous car shows around the state to gather ideas, distribute flyers and generate interest in the 2nd Cool Classic. Volunteers also drove the fund raising raffle car to other shows around the state to sell tickets.

Although the 2002 show was physically smaller than the 2001 event, the consensus was that this year's show was more enjoyable – thanks in part to "Cruise Night" that whet everyone's appetites for the main event the next day.

ANTIGO

Population 8,560

For the 46th year in a row, the Antigo business community hosted Market Street Day Fun Fest and Sidewalk Sale, making it the longest consecutive running community event in central Wisconsin.

By offering a cornucopia of events for people of all ages, including arts and crafts, refreshments, rock climbing, children's games, music and a pet parade, Antigo Main Street, Inc. finds that the event is the perfect way to welcome residents and visitors, and to showcase the downtown's positive image.

BLANCHARDVILLE

Population 806

New residents in Blanchardville are officially welcomed to the community by the "Warm Welcome" program. Sponsored by Blanchardville CommunityPride, Inc., welcome bags containing gifts, coupons, a local telephone directory, and general community information are distributed when names are received from the telephone company and local Realtors. Welcome bags are also available at the village hall, where new residents come to receive water and sewer utility services for their homes.

Blanchardville CommunityPride, Inc. has distributed over 60 bags since the "Warm Welcome" program began in 2000.



DARLINGTON

Population 2,418

During the 2002 winter holiday season, the Darlington Chamber/Main Street devised a simple promotion that was wildly successful. Area merchants fashioned clear labels that read "Holiday Memories Old and New, Downtown Darlington, A Place to Remember," for craft paper bags. This image campaign provided uniform advertising, and offered customers an appealing bit of nostalgia.

In conjunction, the Promotions Committee established a \$400 radio budget to "buy down" the cost of radio ads for local merchants – provided they ended their commercials with the tag line "Holiday Memories Old and New...Downtown Darlington, A Place to Remember." Reducing the price per spot by \$2 allowed many merchants to afford radio advertising for the first time. The campaign was so successful that nearly every commercial break on the local radio station included a plug for downtown Darlington.

MISHICOT

Population 1,422

The Mishicot Area Growth and Improvement Committee coordinates with area clubs and civic organizations to sponsor RiverFest, a summer festival providing entertainment and activities for the entire family. RiverFest includes food, music, a car show, petting zoo, pony rides, antique tractors and lawn tractor pulls, and more. Profits are shared between the various groups, making RiverFest a true community effort.

OSCEOLA

Population 2,421

"Light Up Osceola," celebrated the culmination of a yearlong effort by the Chamber of Commerce/Main Street Program, which raised monies for new downtown holiday lighting. The all-day event featured lunch, pictures with Santa, tree decorating and a downtown scavenger hunt for children and adults. The night wrapped up with the official lighting of the new decorations prior to the Annual Chamber of Commerce/Main Street Program dinner.

Throughout the year, local organizations held fundraisers and donated proceeds to the lighting fund. Contributions were collected from the general public via special canisters that were placed in downtown businesses. Organized by the Promotion Committee, Main Street Manager Lisa Mehtala notes that it was a "total community effort."

STURGEON BAY

Population 9,437

The 2002 Sturgeon Bay Guidebook, written and produced by Sturgeon Bay Community Development Corporation (SBCDC) staff, provides useful information for visitors. The publication showcases the area's history, and includes sections on lodging, artisans, area dining, and special events. Initially sent to 85,000 households, the guidebook cost \$41,000 to produce and is available at all of the State of Wisconsin Welcome Centers, most Chambers of Commerce, and member businesses within the community.



REINVESTMENT STATISTICS

		PUBLIC IMPROVEMENTS	PUBLIC INVESTMENT	BUILDING REHABILITATIONS	PRIVATE INVESTMENT	NEW BUILDINGS	PRIVATE INVESTMENT
Algoma	4		\$385,712.97	11	\$98,654.00	1	\$55,000.00
Antigo	3		\$1,447.92	6	\$83,071.25	1	\$164,000.00
Beloit	4		\$923,883.89	11	\$3,234,168.00	1	\$728,828.00
Black River Falls	2		\$2,550.00	6	\$17,750.00	0	\$0.00
Blanchardville	3		\$5,650.00	1	\$10,000.00	0	\$0.00
Chippewa Falls	1		\$30,000.00	6	\$350,000.00	0	\$0.00
Columbus	1		\$800.00	7	\$232,095.00	0	\$0.00
Crandon	2		\$10,500.00	12	\$251,460.00	0	\$0.00
Darlington	1		\$25,000.00	5	\$91,000.00	0	\$0.00
De Pere	5		\$4,009,203.00	24	\$707,600.00	1	\$1,400,000.00
Eagle River	2		\$4,599.00	2	\$52,000.00	8	\$16,435,000.00
Green Bay	2		\$1,500.00	9	\$347,600.00	2	\$1,283,000.00
Lincoln Village	2		\$23,600.00	6	\$38,400.00	0	\$0.00
Marshfield	2		\$139,325.00	5	\$96,000.00	1	\$3,500,000.00
Mineral Point	0		\$0.00	0	\$0.00	0	\$0.00
Mishicot	0		\$0.00	0	\$0.00	0	\$0.00
Osceola	0		\$0.00	0	\$0.00	0	\$0.00
Pewaukee	4		\$208,000.00	14	\$114,600.00	0	\$0.00
Platteville	5		\$31,340.75	52	\$271,390.00	0	\$0.00
Rice Lake	0		\$0.00	16	\$252,925.00	0	\$0.00
Richland Center	2		\$1,875.00	7	\$10,655.00	2	\$210,000.00
Ripon	1		\$95,000.00	9	\$506,500.00	0	\$0.00
Sharon	2		\$526.00	0	\$0.00	0	\$0.00
Sheboygan Falls	2		\$511,000.00	19	\$215,450.00	0	\$0.00
Sturgeon Bay	3		\$664,975.00	0	\$0.00	0	\$0.00
Tigerton	5		\$1,500.00	2	\$9,000.00	0	\$0.00
Two Rivers	0		\$0.00	3	\$40,650.00	0	\$0.00
Viroqua	5		\$4,610.00	2	\$1,004,000.00	1	\$0.00
Watertown	12		\$112,975.00	15	\$298,359.00	0	\$0.00
Waupaca	7		\$63,256.00	18	\$444,100.00	0	\$0.00
West Allis	1		\$250,000.00	10	\$58,631.00	1	\$0.00
West Bend	16		\$52,173.51	8	\$247,988.00	0	\$0.00
Totals	99		\$7,561,003.04	286	\$9,084,046.25	19	\$23,775,828.00

BUILDINGS SOLD	AMOUNT OF PURCHASE	HOUSING UNITS	NEW BUSINESSES	BUSINESS EXPANSIONS	TOTAL NEW JOBS	TOTAL PRIVATE INVESTMENT	TOTAL PUBLIC & PRIVATE INVESTMENT
3	\$161,000.00	0	4	0	11	\$314,654.00	\$700,366.97
2	\$55,000.00	0	11	0	21	\$302,071.25	\$303,519.17
5	\$1,351,000.00	12	22	1	78	\$5,313,996.00	\$6,237,879.89
1	\$51,000.00	0	5	1	11.5	\$68,750.00	\$71,300.00
1	\$15,000.00	0	1	1	2	\$25,000.00	\$30,650.00
2	\$303,000.00	0	21	4	67	\$653,000.00	\$683,000.00
1	\$135,000.00	0	9	0	13.75	\$367,095.00	\$367,895.00
3	\$354,000.00	1	6	0	28	\$605,460.00	\$615,960.00
0	\$0.00	0	2	3	7	\$91,000.00	\$116,000.00
3	\$508,000.00	0	18	6	95	\$2,615,600.00	\$6,624,803.00
2	\$400,000.00	0	5	5	33	\$16,887,000.00	\$16,891,599.00
12	\$1,465,322.00	0	19	3	89	\$3,095,922.00	\$3,097,422.00
3	\$138,800.00	0	3	0	10	\$177,200.00	\$200,800.00
5	\$572,700.00	0	14	1	41	\$4,168,700.00	\$4,308,025.00
0	\$0.00	0	0	0	0	\$0.00	\$0.00
2	\$0.00	0	0	0	0	\$0.00	\$0.00
0	\$0.00	0	0	0	0	\$0.00	\$0.00
2	\$455,000.00	0	5	0	8	\$569,600.00	\$777,600.00
4	\$645,000.00	0	7	3	13.75	\$916,390.00	\$947,730.75
2	\$139,000.00	0	6	3	69	\$391,925.00	\$391,925.00
2	\$140,000.00	0	6	0	20	\$360,655.00	\$362,530.00
7	\$786,700.00	0	10	0	27	\$1,293,200.00	\$1,388,200.00
1	\$92,000.00	0	1	0	4	\$92,000.00	\$92,526.00
3	\$479,000.00	3	3	0	4	\$694,450.00	\$1,205,450.00
0	\$0.00	0	7	0	13	\$0.00	\$664,975.00
4	\$360,000.00	0	1	0	1	\$369,000.00	\$370,500.00
0	\$0.00	0	1	0	2	\$40,650.00	\$40,650.00
0	\$0.00	0	4	0	14	\$1,004,000.00	\$1,008,610.00
10	\$1,036,300.00	1	15	3	49	\$1,334,659.00	\$1,447,634.00
2	\$207,500.00	0	4	3	12	\$651,600.00	\$714,856.00
1	\$159,000.00	0	4	0	16	\$217,631.00	\$467,631.00
5	\$1,895,000.00	0	9	1	21	\$2,142,988.00	\$2,195,161.51
88	\$11,904,322.00	17	223	38	781	\$44,764,196.25	\$52,325,199.29

Best Downtown Public Improvement Project

Winner: Bemis Manufacturing Company & Sheboygan Falls Main Street Settlers Park Sheboygan Fall

Best Downtown Business Development Program

Winner: Chippewa Falls Main Street The Metropolitan Shops Chippewa Falls

Best Downtown Special Event

Winner: Columbus Carriage Classic Show Committee Columbus

Honorable Mention: Main Street Waupaca Book Festival Waupaca

Honorable Mention: Cruis'n Wisconsin Car, Motorcycle & Truck Show Blanchardville

Best Interior Renovation Project

Winner: Farrell's Fine Furnishings Ripon

Honorable Mention: Januli's Pizzeria and Italian Deli West Bend

Best Historic Rehabilitation Project

Winner: Wisconsin Management Company Hotel Hilton Restoration Project Beloit

Honorable Mention: Lyman Smith The Depot/Royal Tokyo Marshfield

Best Façade Rehabilitation Under \$5,000

Winner: Tom & Deb Rogers Gatherings Ripon

Honorable Mention: Community Improvement of Algoma Main Street Center Algoma

Best Façade Rehabilitation Over \$5,000

Winner: Bob & Jackie Eigenberger The Village Restaurant Sheboygan Falls

Honorable Mention: Ihm Builders: Mark H. Ihm, Proprietor The Wright Building Platteville

Best Adaptive Reuse Project

Winner: Marquette Manor Two Rivers

Best Public Private/Partnerships in Downtown Revitalization

Winner: Eagle River Revitalization Program Highway 45 Reconstruction Project Eagle River

Best Printed Promotional Item

Winner: Chippewa Falls Main Street Images of America-Chippewa Falls, Wisconsin Chippewa Falls

Honorable Mention: Downtown West Bend Association RiverJam Poster West Bend

Honorable Mention: Sturgeon Bay Community Development Corporation 2002 Guidebook Sturgeon Bay

Best Volunteer Development

Winner: Tigerton Middle School Staff & Students Gazebo Holiday Decorating Tigerton

Best Downtown Retail Event

Winner: Black River Falls Downtown Association Spring Showcase Black River Falls

Best Historic Preservation Project

Winner: Sheboygan Falls Main Street/Historic Preservation Commission Historic Preservation Commission and Ordinance Sheboygan Falls

Best Creative Fund Raising Effort

Winner: Positively Pewaukee Penopoly Gala Pewaukee

Honorable Mention: Crandon Design Committee Adopt a Street Light Program Crandon

Honorable Mention: Chuck Koenig Main Street Volunteers Deliver Marshfield

Best Program and Promotion Planning

Winner: On Broadway, Inc. 2001 Workplan, Newsletters, News Articles, and Annual Report Green Bay

Best New Building Project

Winner: Direct Development John Hopfensperger 163 North Broadway Green Bay

Honorable Mention: Gregory S. Gorak Quest Development West Allis



Community Graduation Award

Main Street Waupaca, Inc.
Two Rivers Main Street, Inc.
Positively Pewaukee, Inc.
Darlington Community Revitalization, Inc.

2001 VOLUNTEERS OF THE YEAR

Algoma, Janice Dart
Antigo, the Langlade County 4-H Program
Beloit, the Beloit Interaction Committee
Black River Falls, Jill Kaphnegst
Blanchardville, Frank Schlumpf
Chippewa Falls, Evalyn Frasch, Lucyann LeClerc, and
Nancy Schuh
Columbus, John Freiburger
Crandon, Lois Marvin
Darlington, Dr. Patrick and Jane Whalen
De Pere, Sandi Walch
Eagle River, Jack Butler
Green Bay, Daphne Copin-Levatter
Lincoln Village in Milwaukee, Betsy Weiss
Marshfield, Sue Decker
Pewaukee, Pat Gallagher
Platteville, Ed Bible
Rice Lake, Mary Vesper
Richland Center, Carol Stevenson
Sharon, Ken Walstra
Sheboygan Falls, Maddy Ehlert
Sturgeon Bay, Barb and Dick Allmann
Tigerton, Jean Sambs
Two Rivers, Nick Borneman
Viroqua, Susan Dregne
Watertown, Kathleen Nelson
Waupaca, Bob Cloud
West Bend, Christine Porter

2001 Honorary Captain


Mishicot - Annette Paul

WI MAIN STREET 2001 HONORARY BOARD OF DIRECTORS

Algoma - Merle Colburn
Antigo - Bob Barrington
Beloit - Thomas Hankins
Black River Falls - Fred Goettl
Blanchardville - Donald "Woody" Alan
Chippewa Falls - Kelly Roshell
Columbus - Lyle Sampson
Crandon - Leslie Meyer
Darlington - Timothy P. McGettigan
De Pere - Harry Olp
Eagle River - Tom Ellis
Green Bay - Mayor Paul Jadin
Marshfield - Bob Radtke
Mishicot - Connie Holschbach
Pewaukee - Abby Lorenz
Platteville - Mark H. Ihm
Rice Lake - Linda Thompson
Richland Center - Linda Harlan-Post
Ripon - Pat Himebaugh
Sharon - Jeanne Blain
Sheboygan Falls - Steve Schmitt
Sturgeon Bay - Mike Felhofer
Tigerton - Kathy Robbins
Two Rivers - Kim Richmond
Viroqua - Julie Steiner
Watertown - Randall L. Roeseler
Waupaca - Ellen Davis
West Allis - Timothy A. Klare
West Bend - Judy Etta

Honorary Captain

Sheboygan Falls - Steve Schmitt



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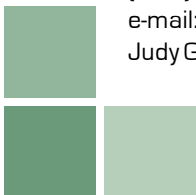
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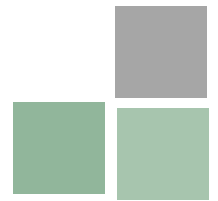
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Ingrid Mahan



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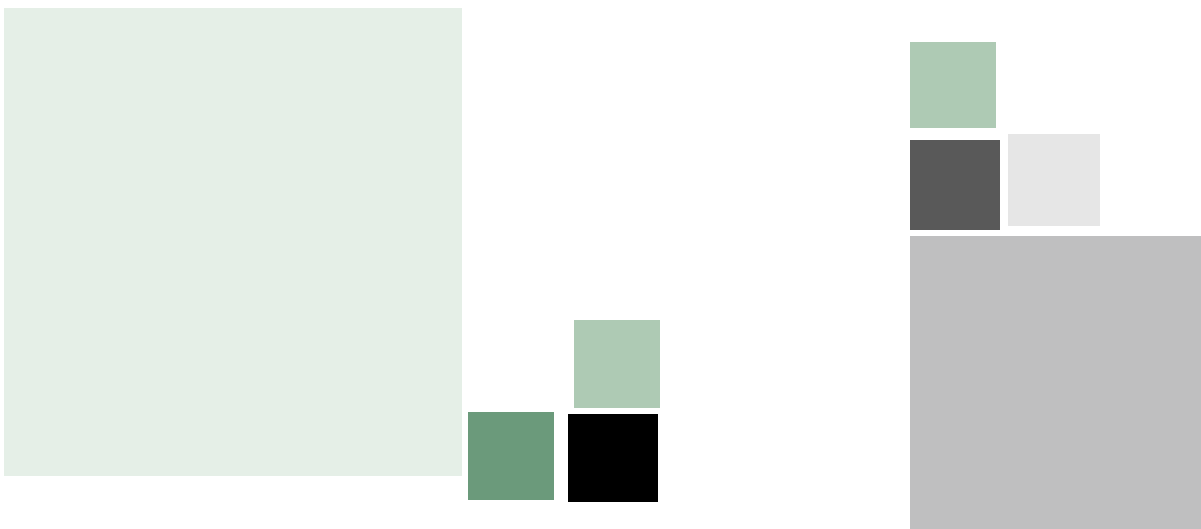
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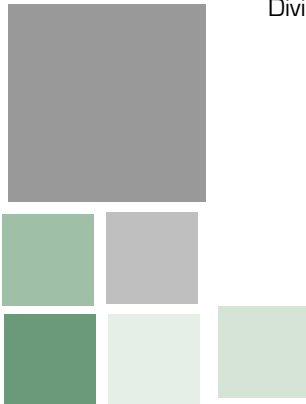


COUNCIL ON MAIN STREET

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Beverly Anderson, Darlington
Tim Anderson, Madison
Ann Eaves, Madison
Shawn Graff, Hartford
Dennis Leong, Madison
Peggy Lescrenier, Madison
Terrence Martin, Waupaca
Brian McCormick, Madison
William Neureuther, Hubertus
John Rogers, Green Bay
Penney Van Vleet, Waukesha
Trudy Wallin, Viroqua
Ed Wendland, Watertown

DEPARTMENT OF COMMERCE

Philip Edw. Albert, Secretary
Peggy Lescrenier, Administrator
Division of Community Development



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